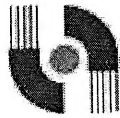


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FINAL EXAMINATION

TRIMESTER 1, 2017/2018

LFC 1017 – FUNDAMENTALS OF STRATEGIC COMMUNICATION

23 OCTOBER 2017
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages with **TWO** questions only.
2. Answer **ALL** questions.
3. Write all your answers in the Answer Booklet provided.

SECTION A: SHORT ESSAY [30 MARKS]

Instruction: Read the following passage. The length of your essay should be approximately 400 - 450 words.

Question:**The Apple Brand Personality**

Apple has a branding strategy that focuses on the emotions. The starting point is how an Apple product experience makes you feel. The Apple brand personality is about lifestyle; imagination; liberty regained; innovation; passion; hopes, dreams and aspirations; and power-to-the-people through technology. The Apple brand personality is also about simplicity and the removal of complexity from people's lives; people-driven product design; and about being a really humanistic company with a heartfelt connection with its customers. Through these qualities, Apple is positioned as being extremely helpful to people (and businesses) as they strive to achieve their goals.

It is arguable that without the price-premium which the Apple brand sustains in many product areas, the company would have exited the personal computer business decades ago. In recent years, this strength in brand preference has flowed directly to Apple's profits - as the company dramatically improved its manufacturing costs, while still maintaining very strong brand equity.

1) Write an essay based on the following, in order to maintain Apple's brand strategy:

- | | |
|---------------|------------|
| a) Image | (10marks) |
| b) Identity | (10 marks) |
| c) Reputation | (10 marks) |

Continued...

SECTION B: STRUCTURED QUESTION [20 MARKS]

Instruction: Answer the following question.

Question:

- 1) PR practitioners are currently facing the new media which has many opportunities and challenges. There are six (6) classifications of social media. Briefly explain how it relates to strategic communication for each classification below:

- | | |
|----------------------------|-----------|
| a) Blogs | (3 marks) |
| b) Collaborative projects | (3 marks) |
| c) Social networking sites | (4 marks) |
| d) Content communities | (4 marks) |
| e) Virtual social worlds | (3 marks) |
| f) Virtual game worlds | (3 marks) |

End of Paper